

news release

Date : 29 May 2014
Pages : Two

WORLD 1ST MOBILE INVENTION AWARDED PRESTIGIOUS GOOD DESIGN AWARD

A technology brand with a first-of-its-kind wireless mobile charging invention has been named Award Winner at the Good Design Awards last night.

With more than 50 years history, the Good Design Awards program is among the most trusted and recognized accolades of its kind in the world. Australian technology brand Dog & Bone and its world-first shock proof wireless charging case for iPhone has taken out the prestigious award within the highly competitive Consumer Electronics category.

The patent pending Backbone wireless charging case is the first shockproof mobile wireless charging case military tested (MIL STD 810F) for durability to handle knocks and drops to 1.22 metres, whilst the Backbone charging system is the fastest mobile wireless charge of its kind - even faster than a cabled option.

In addition to its military rating and charging speed, the Backbone induction charging case includes design aesthetics and a combination of features never seen before with this technology.

The Backbone wireless charging case is merely 12.2 mm slim, enjoys a slightly raised rim around the front edge to help protect the touchscreen, is Made for iPhone (MFi) certified, Qi compatible, shuts off once device is fully charged, and enjoys direct access to ports for traditional charging and syncing.

The two-piece Backbone charging case is cleverly designed for a different feel and aesthetic, and for interchanging with a masterfully slim and lightweight battery for added power, without removing the case.

Dog & Bone Founder, Mr Lee Ranchod said he is delighted with the Good Design Award.

"We are thrilled to be recognized by one of the world's longest running and prestigious design awards and are very proud of what we have done with Backbone. We are most proud because it is not only cutting edge technology and design, but its clever design is consumer driven," Mr Ranchod said.

"Consumers had told us they love the fact wireless charging eliminates the 'plugging in' and 'plugging out' hassle, but found existing wireless charge cases too one dimensional – they can charge, but were slow to do so and offered virtually nothing in the way of protection, aesthetics and useability.

"Our Backbone wireless charging combines all four key mobile features demanded by consumers – fast wireless charging, protection, usability and style.

"I can fully charge my iPhone with my Backbone wireless charging system in just 2 hours – that's less than a standard cabled charge, which takes 2hours 20mins!"





The Backbone case's Qi compatibility – the most globally recognized wireless charging standard – means consumers can charge up their iPhone at any airport, café or diner with a Qi hotspot – no cords, nothing to bring but their iPhone dressed in a Backbone case.

Mr Ranchod said the ultra light interchangeable battery option provides a simple solution to carrying extra power right in your back pocket, and means a one case solution for both wireless charging and added power.

“Our research found that whilst consumers may need a big, extra powerful battery to last the week for that camping trip, for day-to-day use they don't need this much power and would rather not carry a 'brick',” Mr Ranchod said.

“We designed a battery option that is sleek, compact, lightweight and easily swapped in without removing the case, yet the right power to get mobile users through the day.”

The Backbone charging case's unique over-molded exterior, made from thermoplastic elastomer, provides a soft protective touch, and the hardness is offered from the polycarbonate interior.

On the back of Dog & Bone's release last year of the world's first topless direct touchscreen waterproof mobile case, Wetsuit, Mr Ranchod said both Wetsuit and Backbone reflects the brand's mission to innovate and be at the forefront of smart mobile technology.

“Dog & Bone pushes the boundaries of what has been traditionally offered in mobile technology,” Mr Ranchod said.

The Backbone wireless charging case includes two bespoke patterns – Tread and Trilobe – in different colour combinations. The case together with a Qi-standard wireless charge pad, toughened screen protector, USB connector and audio cable will be released for public purchase in coming weeks (June). For more on Dog & Bone, go to www.dogandbonecases.com

ENDS

